

# YOU ARE NOW LOOKING AT AN AZALEAMUM

Science Develops

Spectacular New Varieties  
That Bloom By The Thousands

This summer, how would you like to flood your garden with thousands of flowers that flame into a gigantic fireball the size of a bushel basket — and then change their colors from red to cardinal, from pink to purple, while each plant is completely covered with solid masses of flowers! How would you like to grow varieties NO GARDENER EVER SAW with such fantastic blooming power you can set your landscape ablaze with 600 flowers from one single plant — and fantastic as it may seem,

EACH FLOWER YOU GET IS THE SIZE OF THE LOVELY FLOWER PICTURED.

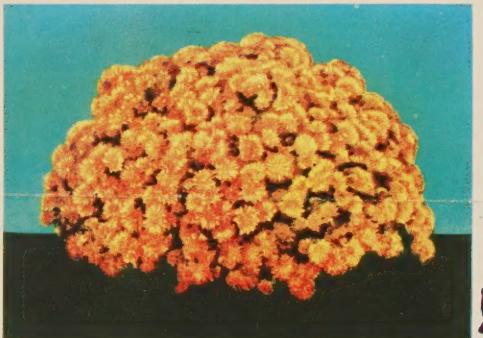
Like Blooms From  
Another World

How would you like to grow flowers so strange they look like chrysanthemums growing on an azalea bush — flowers so incredibly beautiful they look like an unbroken mass of blossoms in August, September, October, November, right up to frost — flowers so incredibly hardy that in Northern climes they sometimes stay in bloom weeks after the first snows have fallen — flowers so easy to grow they thrive in almost any soil

with hardly a few moments of care! And lastly, how would you like to grow thousands of flowers so perfectly developed by plant scientists that they burst into flaming clusters of bloom for you even if you've never planted a seed before in your life. Flowers that blossom by the thousands for you year after year! Flowering plants still so unusual, so precious, so valuable they are likely to be worth many dollars more to you next year. Even though they now cost you less than 1/6th of a penny a bloom!

What Plant Hybridizers  
Discovered in Texas

In 1933, while on a vacation tour in Texas, a garden expert noted a strange-looking plant. At first glance, it seemed to be a low-spreading azalea bush top-



**BEAUTY BY THE BUSHEL!** First introduced by plant breeders in 1951, the astonishing new variety you see here often grows to the huge size of a bushel basket IN ONE SEASON, and is covered with showy masses of blossoms nearly 4 months a year! Called Azaleamum Blazing Red (pronounced A-zale-ya-mum), it thrives in almost any soil and is one of the easiest plants to grow. Another spectacular new creation of plant science is the dazzling Witches' Gold variety. To discover how you can have thousands of these colorful flowers in your garden this season ... read this page!

ACTUAL SIZE OF BLOOM! →

ped with a mass of pink bloom. But azaleas flower in spring! And this was the middle of September! And what completely fascinated this garden expert was the fact that each flower was actually a beautiful flame-pink chrysanthemum! Feverish with excitement, he brought his discovery to the attention of Emil Prushek, chief breeder of one of the world's leading plant research centers, the famous Kellogg's Nurseries at Three Rivers, Michigan. And there the great work of Emil Prushek began ... to turn this one plant into a super-blooming new breed of flower.

Can Nature Be Changed?

Finally, after 10 years work, after nearly 2,000 experiments, this famed plant breeder discovered that he could change the color of this strangely beautiful flower from pink to yellow, and make each flower bloom 1 1/2 times larger! He discovered that he could penetrate the mysteries of nature and change the yellow flower to white, the white to orange. He discovered that where one blossom grew before, he could now grow as many as 3 ... flowers so thickly clustered you couldn't reach in your hand to count them! He discovered that he could make this plant bloom even earlier, and blossom again and again until it formed a sheer, solid mass of flowers, and he discovered how to make that sheer mass of flowers hold its bloom even longer! He discovered how he could toughen this plant and make it so virtually foolproof that it would burst into bloom for you in almost any kind of soil — even if you've never planted anything before in your life!

Blooms Like No Other  
Plant In History!

But the greatest triumph was still to come! Finally, after 19 years' work — after more than 10,000 experiments — he developed the spectacular Blazing Red Azaleamum — one single plant that gives you 600 or more flame-colored blossoms this summer and fall ... a sheer living wall of fiery red blossoms stretching 18" high and up to 2 full feet across this year ... double that flowering area next year ... with the promise of countless more thousands of blooms for you year after year!

Defies Frost—Adds Color To  
Your Garden Long After  
Most Flowers Are Dead!

This discovery means that with only 6 super-blooming plants you can flood your terrace, your porch, your beds or borders as each plant alone puts on a fiery show of about 600 flowers. Or you can use your 6 plants to adorn your walks or your driveway with a solid

How's This For a Living Wall of Flowers!



REPORTS W. J. SHEEHAN, N. H.—"Azaleamum exceptionally large, single plant measures 8 feet around!" And O. A. Wood, Michigan, reports by actual count 2,928 blooms on single first-year plant!



AZALEAMUM WITCHES' GOLD

bloom-packed hedge of more than 3,000 red, white, pink and gold blossoms this year ... 6,000 or more next year! It means that in late fall when other flowers are dying, your Azaleamums will flame with even deeper fire and brilliance as the cold weather approaches ... and sometimes stay in bloom weeks after hoarfrost! It means you can be the envy of your neighbors ... perhaps the first in your community to grow these super-blooming flowers.

But this is the first and only time this year we can make you this offer. To reserve your 6-plant Azaleamum collection you must mail coupon now! Send no money! Pay when your plants arrive!

Why Your Plants  
Triple in Value Next Year!

If you leave your plants in the ground this year, they'll double in size; but if you want to, after blooming season, you can simply lift out each clump ... divide 'em into 5 to 10 plants from each clump ... and you can have up to 60 plants next season, each blooming the size of a bushel basket again! And that easily makes 'em worth 3 to 5 times more to you!

R. M. Kellogg Company,  
Three Rivers, Michigan.

You are now looking at  
a few test rows in  
Kellogg's fields--Showing  
how Azaleamums look  
the very first season you  
plant them!



You Can't Buy This Collection  
Anywhere Else!  
**SUPPLIES LIMITED!**  
To Reserve Your  
Dream Garden Collection  
ACT NOW!

# PROBABLY THE GREATEST FLOWERING PLANT ON EARTH!



**SEND NO MONEY! ORDER NOW... PAY WHEN YOUR SIX PLANTS ARRIVE**

If we had 10 times more of these super-blooming Azaleamums, we couldn't begin to fill the tremendous demand.

If you do not order your 6-plant collection within the next few days, we are sorry, but there is no practical way we can fill your order. So, if you act today, Kellogg's Nurseries will ship you a choice collection of 6 Azaleamums for only \$4.95 complete—enough to give you more than 3,000 two-to-four inch flowers this growing season for less than 1/6th of a penny a bloom! Every variety in your collection is individually packed in earth and labeled . . . with

## YES! "PROBABLY WORLD'S GREATEST FLOWERING PLANT"

said garden editor of N. Y. Journal American: "500 or 600 blooms open at one time is moderate; many people have reported over 1,000 blooms, and in a few cases the record even stretches up to 2,000 blooms." And we have similar reports from dozens of other garden editors. And remember, they're talking about flowers from just one single plant . . . not the whole collection of 6 plants we send you. G. A. Bernard, Illinois, writes: "You say 600 flowers. I'll bet there are 1,000 flowers on one single plant."



**1** *Blooms up to 4" across*

### AZALEAMUM QUEEN ELIZABETH

Spectacular New 1954 Introduction  
Now! The largest blossoms ever developed on an Azaleamum! Cherry-pink masses of bloom—an unusual color not often found in nature. Colors change with weather; often 2 beautiful shades of pink and light cherry at the same time. Fabulous Anemone center the size of a half-dollar gleams like purest gold! An exquisite mass of beauty from August to frost!

R. M. Kellogg Company,  
Three Rivers, Michigan.

## ONLY 20 MINUTES TO PLANT -- A COMPLETE GARDEN IN ITSELF NEARLY 4 MONTHS A YEAR

Now do you realize what this discovery means to you, if you are a person who loves flowers? It means that this summer and fall you can make your garden the show-place of the community with flowers that burst forth by the thousands . . . bloom into color-splashed masses so densely packed with flowers you'll barely see a leaf show . . . bloom into flowering walls and hedges so afire with brilli-

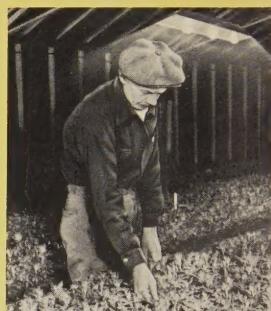
ance no artist can capture their beauty! And you can do it all with just 6 plants we send you . . . in just 20 minutes . . . whether you're an expert gardener or the greenest beginner! Because they're shipped to you packed in the earth they're grown in and it only takes 20 minutes to scoop out a few holes and plant them! It means that you can take a single ruby Azaleamum we send you . . . and watch it cascade into a glorious shower of sun-drenched blossoms that glitters in your garden in August, September, October, November, right up 'til frost! It means that you can take

\*Azaleamum — Trade Mark Registered U. S. Patent Office.  
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one of the Blazing Red Azaleamums we send you . . . plant it next to the shimmering gold variety . . . and watch its flame-blossoms drift like a sea of fire into bellowing waves of gold, as fresh masses of blossoms burst forth almost daily! This unforgettable picture will stun your neighbors with its beauty nearly 4 months a year. And the memory of that fiery scene will thrill you all winter long until your Azaleamums burst into bloom again next summer and fall . . . twice as large, twice as beautiful!

**Specially-Grown For You Under Artificial Sunlight**

That's Why These Miracle Plants Give You Thousands of Blooms in Your Garden This Summer!



Greenhouse lights burn late at night as plant breeders prepare harvest of world's only supply of precious new Azaleamums.

When you send the enclosed order form to us, Kellogg's Nurseries will immediately set aside for you 6 Azaleamum plants — now growing in 2 inch pots **UNDER ARTIFICIAL SUNLIGHT!** And finally we will process these plants and ship them to you packed in the specially enriched earth they're grown in! They're actually grown in a greenhouse for you! These 6 Azaleamum plants will take only a few minutes to plant. All you need do is scoop out 6 holes . . . set in the plants . . . and water. But for those few minutes you can be richly rewarded with beauty the rest of your life!

## You'll Get Thousands Of Glorious Blossoms This Summer From Super-Blooming Beauties Like These

**See Enclosed Air Mail Order Form -- Then Act At Once!**

**EVERY PLANT GUARANTEED TO BLOOM — EVERY PLANT GUARANTEED TO BE A SUPERBLOOMING NEW DEVELOPMENT OF PLANT SCIENCE!**

Enjoy thousands of glorious red, pink and gold blossoms now and for years to come! Remember, we do not send you a piece of bare root with a bit of stem attached. You get 6 sturdy, well-rooted, highest quality ready-to-plant azaleamums packed

in the earth they're grown in. Each plant we send you is guaranteed to bloom and is backed by the proud 84-year reputation of R. M. Kellogg Co., established in 1869—one of America's oldest and most reliable nurseries.

### AZALEAMUM WITCHES' GOLD

1951 Introduction

**2** As blossoms open, watch them change color from deep yellow to burnished gold! Entire plant stretches in a huge ball up to 2 feet across and up to 24" tall. More than 600 2-inch blossoms this growing season . . . 1,000 or more next year.

### AZALEAMUM RED WITCH

1951 Introduction

**3** You'll pick a fiery bouquet a day from August 'til frost. Hundreds and hundreds of brilliant red blossoms with striking burgundy overtones. Entire plant leaps like a wall of fire 30" high, 2 feet across, an unbroken mass of bloom, from top to bottom. 2" blossoms.

### AZALEAMUM BLAZING RED

Plant Patent No. 1177

**4** Imagine! More than 600 blossoms blazing in the sun like a beautiful ball of fire! Or mass the Blazing Reds together for an overwhelming display up to four feet across. Multiply year after year. Blossoms 2 inches across, sometimes larger.



R. M. KELLOGG CO.

*Kellogg's*

THREE RIVERS, MICHIGAN

## Plant Breeders and Hybridizers Since 1869

Reports Garden Editor of the New York Journal American:

"Among the wonder flowers of America, the Azaleamum is one of the most prolific plants that ever graced a garden. Enthusiasts report higher than 1,500 2-inch blooms on a single plant in the first year. This hardy perennial defies northern winter, grows right up to frost, requires little care and glows in all hues from white through yellow and bronze through gorgeous red!"

Dear Friend:

How would you like to walk into your garden this summer and see it flooded with teeming, colorful masses of perhaps the most unusual and beautiful flowers you have ever seen in your life!

Because as you look over the photographs in the enclosed flower brochure - as you read the fascinating story of how a famous plant hybridizer struggled 19 long years to make his dream of fantastic new flower beauty become a reality...I want you to imagine that these flowers are actually blooming IN YOUR GARDEN...that your landscape is already alive with these incredible, fiery masses of beauty that burst into bloom by the thousands!

Because in your hands now lies the opportunity to set your entire garden ablaze with what the garden editor of a leading New York newspaper has called "PROBABLY THE WORLD'S GREATEST FLOWERING PLANT" - including flower varieties so utterly amazing, so different...and possessed of such fantastic blooming power - that they never existed in any home garden on earth before 1951.

### GARDEN WONDERS AWAIT YOU - WHEN YOU ACCEPT THIS OFFER NOW!

What is there about these beautiful flowers which plant authorities call Azaleamums (pronounced A-zale-ya-mums) that has stirred garden editors to ecstasies? That is so different that the United States Government has now granted us a half-dozen patents.

If you should come and visit our experimental GARDENS OF TOMORROW here at Three Rivers, you would see the answer! 6,000 super-blooming Azaleamum plants that bloom like no other plant in history!

You would see plants that look like azaleas in form, chrysanthemums in bloom, that apparently have no stems, no branches -- that instead seem to shoot their flowers up right out of the very ground...and then cover themselves with solid unbroken masses of dazzling 2 to 4 inch blossoms!

You would see plants so highly-developed, so easy to grow, that beginning in August sometimes even in July - each of these wonder-plants erupts into a gigantic fireball of color spreading nearly a full 8 feet around! Then in September, October, November - instead of fading, instead of dropping its blooms - each and every Azaleamum bursts again and again into a continuous, never-ending shower of hundreds - even thousands of colorful gold, white, pink or flaming red blossoms!

**YOURS - THOUSANDS OF BLOSSOMS THIS SUMMER FOR LESS THAN  
1/6th PENNY A BLOOM!**

These are the parent stock of the Azaleamums we are now ready to ship you - after more than 19 years' work - after more than 10,000 individual hybridizing experiments. These are the Azaleamum plants you can have blooming in your garden now and for years to come - that will drench your garden this summer with oceans of color if you accept this "chance of a lifetime offer" at once!

Think of it! Huge fireballs the size of a bushel basket blazing in your garden from August 'til frost. Solid walls of pink and golden blossoms lining your walks! Massive mounds of gorgeous red flowers...glistening in matched pairs against the lush green of your lawns! Knee-deep in bloom -- stretching so wide you can't even put your arms around them!

**GET ALL 6 AZALEAMUMS FOR ONLY \$4.95 COMPLETE -  
ALL GUARANTEED TO BLOOM EXACTLY AS DESCRIBED**

At this very moment, aided by golden beams of artificial sunlight - THE WORLD'S ONLY SUPPLY of these precious Azaleamums is now being readied for shipment in our special greenhouses. There under the watchful eyes of our plant specialists - as each order is received - a set of 6 Azaleamum plants now growing in individual 2-inch pots is carefully removed from its artificial "bath of sunlight". Then, at just the right moment of maturity - it is specially processed in a moisturizing plastic wrap - together with the rich earth it's grown in - and rushed to the waiting soil of your garden!

Your Azaleamums are actually INDIVIDUALLY POT-GROWN for you! They're actually growing in earth as we ship them - actually growing in earth when you receive them!

That's why they're so easy to plant! It only takes 20 minutes to scoop out a few holes and plant them. That's why they are guaranteed to give you thousands of blooms the very first season you plant them.

**THE TIME IS SO SHORT FOR YOU TO ACCEPT OUR 6 PLANT OFFER THAT  
WE ENCLOSE AN AIR-MAIL ORDER FORM SO YOU MAY ACT AT ONCE!**

Naturally you would expect that creations as new and original as these Azaleamums - grown under highest standards of quality - cannot be produced in unlimited quantities.

**Says Cleveland Plain Dealer:** "The gardener who wants "lots of results" with a minimum of attention will find Azaleamums ideal. Hardy and vigorous-growing, it starts to bloom in August and continues until frost. Give each plant a space about 3 feet square...then it will grow to bushel-basket size and become completely covered with flowers."

**Reports "Gardens and Flowers" editor of New York Newspaper:** "Crowning accomplishment of its originator, the Kellogg Nurseries, Three Rivers, Mich., now brings a breathtaking spectacle of beauty and tone to your garden. Easy to grow, this hardy perennial produces upwards of 1500 blooms of variegated colors when in full growth."

"Last fall took the time out to count the blooms on one plant and on the first bloom period had 1,997 flowers. On the second blooming had over 1,000 blooms. Am sure there were 4,000 flowers during its blooming period. To your Azaleamums I give my highest praise. The colors are beautiful and it's hard to describe the lovely shadings."

Mrs. A.H.M., Oregon

"On the day we received and planted them it was snowing and was very cold. That day I was sure they'd never survive. Plants are of rare beauty and are everything your ad said they would be if not more. Believe me, they are the envy of our neighbors."

Mrs. L.F., Youngstown, Ohio

**Reports Garden Editor of Pittsburgh Press** "...first year, produces 600 or more blooms, the second year further growth produces upward of 1,500 blooms. They are hardy, colorful and prolific."

"I ordered an Azaleum collection and I think it is the most beautiful garden I ever had, so I am sending for another 6 Plant Rainbow Collection".

A.V.E., Dayton Plains, Mich.

"Despite poor soil, heat and drought, my Azaleamums grew large, covered with hundreds of lovely flowers first year," says Mrs. A.L., Miss.

"The Azaleamums I got from you are the prettiest flowers in our garden. Six beautiful clumps of glory is the best way I can describe them."

S.E.T., Fair Oaks, Penna.

When  
have you  
ever  
heard  
such  
glorious  
praise  
from  
garden  
editors  
and home  
gardeners  
alike ?

An offer

from

one of

America's

oldest

and

largest

nurseries

Full

Satisfaction

Guaranteed!

When we first broke news of this Azaleamum offer late last growing season, our post office was swamped with the greatest deluge of mail in its 100-year old history!

Demand was so great - our limited supply so small - that thousands of reservations had to be returned to disappointed gardeners all over the country! This season, although we have increased our original small supply - we feel certain that every last Azaleamum plant will be snapped up by flower lovers within the next two to three weeks!

**ACT IMMEDIATELY -- THIS OFFER MAY BE WITHDRAWN IN TWO WEEKS!**

Therefore, in order to protect you, all orders will be filled on a first-come first served basis. Once they're gone - no more till next year. And to further protect you, we have enclosed an air-mail reservation form to help speed your order (no stamp needed). But you must send this reservation form within 10 days or we cannot guarantee delivery!

**BEST PLANTING TIME IS NOW  
FOR EARLIEST FULLEST BLOOM  
THIS SUMMER AND FALL!**

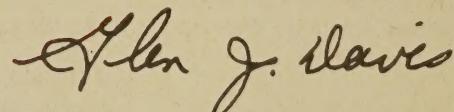
**Send No Money! Order Now.....  
Pay When Your Six Plants Arrive**

Pay postman only \$4.95 C.O.D. plus postage for each set of 6 Azaleamums you wish (or save approximately 62¢ in postage charges by enclosing payment with your order now.)

Either way you order - if you do not agree with us that these are the most fantastically beautiful plant creations you have ever seen - that they will astound your neighbors and stop traffic with their huge breathtaking masses of color that can be seen a full block away - if they do not in every way turn your garden into a wonderland of color and beauty this summer and fall - then you are fully protected by R.M. Kellogg's 84-year GUARANTEE OF COMPLETE SATISFACTION!

**6 Spectacles of Garden Beauty Await You - When You Mail  
The Enclosed Reservation Form Now!**

Sincerely yours,



Glen J. Davis, President

R. M. Kellogg Co.,

Three Rivers, Michigan